

Shikhar Business Plan

JMS Concept Management LLP

By Mr. Jagdish & Mahesh Kareliya

DNA



B-HAG



Become No.1 Real Estate Company in Affordable home segment in India by 2043

Core Ideology

- **Core Purpose:**

We will contribute in the development of the nation by giving affordable home and freedom from rent to India's middle class family. We believe in earning of customers trust, and ensure fulfilment of commitment by any cost and maintain happiness of our eco-system

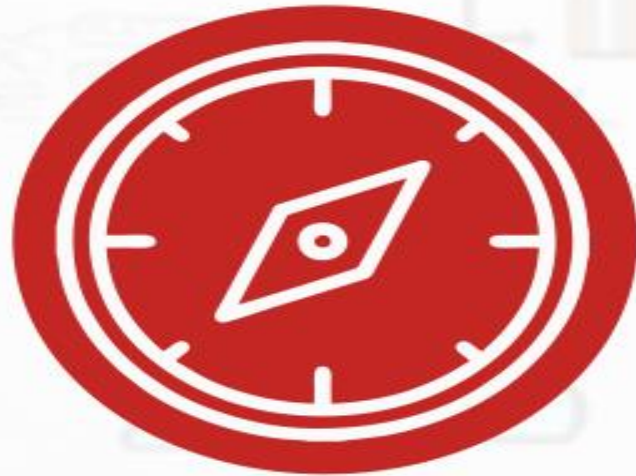
Core values

Vision



JMS Concept management LLP will be having sales of 1500 homes by 31st march 2023 with average value of 50 lakhs

Mission



RENT FREE INDIA

Mantra



Bond Forever

Objectives (2018-19)

Objectives	Achievement till date
Sales target achieve sales of 365 homes (1cr in amount) –	56 units (79.77 lakhs achieved)
Profit – 50%	Achieved
Add 25 channel partners in 4 areas (Varachha , Ring road, Vesu, Katargam)	10 Achieved
Become lean and reduce all the expenditures	Achieved
Dealership of re-max	Not Achieved

Strategies

- Work on channel partner model
- Work on developing an agreement with everyone associated with us
- Reduce all the wastages and other expenditures
- Builder tie-ups, corporate tie-ups

Key Benefits In Entire Year

Sr. No.	Area	Developments
1	Financial	Reduced monthly expenses to 1 lakhs
2	Business Growth (Sales)	
3	Expansion	New office purchased
4	Team Development	Develop 10 new channel partners
5	Systems and processes	Started implementation of CRM software Made rules for team , overall department
6	R&D	
7	Others (Personal developments)	Self management , time managemnt , overall grooming , communication skills improved ,

Key Learning From Entire Module

- Learnt importance of Relationship management
- Finance management
- Importance of Lean management
- Developed organizational culture and also no compromise with it removed 3 employees who were misfit
- Business Model changed
- Importance of target and goal
- Got future direction , and also vision

Key Learning From Entire Module

- Importance of data management
- Importance of planning
- Got the clarity of financial planning
- How to develop 2nd line leader
- Team development
- Got the clarity and importance of CRM
- Got the clarity on how to take right decision in any situation
- Importance of HR policies , activities

Financial Year (2019-20)

Business Plan

Objectives



- Sales turnover of 10cr
- Maintain NP of 40%
- Develop 50 Channel partners
- Franchise in 3 major cities (Rajkot, Ahmedabad, Vadodara)
- Reduce all the expenses of running business

Strategies

- Focus on branding and marketing , outsource an agency for the same
- We will focus on giving sponsorship, for branding
- Focus on hiring people as channel partners
- Hire a professional manager to manage the team
- Tie up with corporate brands
- Focus on builder for marketing

